

Coleman Track - USASBE 2003

Scheduling Restrictions

Chair

1. Social Entrepreneurship Symposium

The purpose of this symposium is to generate research and teaching interest in the growing field of social entrepreneurship. The symposium will feature four guest experts in the field of social entrepreneurship. Two experts will be operating managers/founders of successful social entrepreneurship ventures and two will be researchers/consulting experts who have been instrumental in the field. The moderator will introduce the session with a paper reviewing the current state of the field of social entrepreneurship.

- *Barbara Kuhns, DePaul University*
- Nancy Phillips, Deborah's Place and WomanCraft, Inc
- Mark Pomerantz, Consultant
- Donnie Day Pomeroy, The Denali Initiative

2. New Pathways in Entrepreneurship Education: E-Learning Technologies and Innovations in Entrepreneurship Education

This session will explore the challenges and opportunities in using e-learning tools and practices within the entrepreneurship classroom. The panelists will discuss tools and techniques that can be introduced and incorporated within a traditional or on-line classroom setting.

- *Jill Kickul, DePaul University*
- Edward M. Cooper, MERLOT
- Lew Gossage, ProQuest Information & Learning
- Nan Gottfried, XanEdu (a division of ProQuest Information & Learning)
- Amy Boyd, XanEdu (a division of ProQuest Information & Learning)

3. Practitioner's View of Useful Entrepreneurship Research

Entrepreneurship researchers are seeking to identify important problems to investigate and solve, while entrepreneurs are struggling with lack of information with which to grow their businesses. Some linking mechanism may be created whereby a research/problems exchange may take place efficiently.

- *Jianwen Liao, Northeastern Illinois University*
- Bruce Phillips, NFIB
- Larry Cox, Kauffman Foundation
- Bruce Kirchhoff, New Jersey Institute of Technology
- Chad Moutray, SBA

4. Engineering Collaborative Consortium

[Friday or later]

Many entrepreneurship program partners involve engineering collaboration from across the campus. What synergistic interdisciplinary initiatives have resulted in successful outcomes? An ideal model of successful collaboration is outlined and benchmarking standards are discussed.

- *Gary Wilson, Elmhurst College*
- Daniel Frey, Olin College
- Robert Hisrich, Case Western Reserve University
- Ikhlaq Sidhu, University of Illinois, Urbana-Champaign

5. Cross-Campus and Beyond: Collaborative Efforts

Entrepreneurship programs will invariably need to reach externally to develop complementary programs, incorporate important external perspectives, and overcome resource constraints. “External relationships” include any engagement that is beyond the staff of the entrepreneurship program or center, and include market-based transactions, bilateral partnerships, and multilateral collaborations. Transacting, partnering and collaborating cross-campus and beyond the university are strategies whose models are now emerging.

- *George Kalidonis, Illinois Institute of Technology*
- Deborah Streeter, Cornell University
- Katherine Whitney, Collaborative Networking
- Patrick Sandercock, Harris Bank

6. Practitioner Input for Training Initiatives

This session, involving business-owners, i.e., practitioners, will discuss the following issues and later on seek interactive participation from academics in the audience.

- What are their individual experiences in learning environments designed for practitioners?
- What kind of training programs for practitioners will/should work and need to be offered by universities/colleges?
- What factors should be kept in mind by universities/colleges while designing programs for practitioners?
- Experiences of universities/colleges that offer E-education for practitioners.
- *Jamaluddin Husain, Purdue University, Calumet, IN*
- Rhea Steele, Edge Technological Resources
- Russ Derderian, 3-D Sales, Inc.
- Ruth Cyrus, Companion Care, Inc.
- Gabriele Romanochi, Belgo Pasta Products, Inc.
- Christine Takada, Asian American Alliance
- Andreas Vassilos – Brite Site, Inc.

7. Association of Business Owners: Motivations for Joining and Maintaining Active Participation

It is well known that getting business owners to voluntarily agree to work together and to form a successful association for mutual advantage has never been an easy task. There are innumerable instances of attempts that have been made in different parts of the United States that did not bear fruit. Luckily, there are a few exceptions. The intent of this workshop is to engage some of those who have succeeded to share their experiences and thus enlighten the academic community as to the barriers and facilitators involved.

This session will involve an interactive panel discussion with those who have been involved in the formation of and/or maintenance of voluntary associations of Business Owners. They will explain and discuss how they deal with their members and what their corresponding challenges are.

- *Jamaluddin Husain, Purdue University Calumet*
- Don Swibes, SWICO, Inc.
- Karim Kapadia, Midwest Business Alliance
- Raman Chada, APEX, Inc.
- Gordon Premier, Entrepreneurs Association
- Bill Henderson, Tri-Cities Enterprise Center

8. State of the Art of Entrepreneurship

[Thursday 10:15 – 11:30 AM]

Distinguished panel of entrepreneurship thinkers concentrating on long-term development, sustainability and growth of the field of entrepreneurship. The focus will be on 2-3 current issues driving the field that have policy and action implications.

- *Harold P. Welsch, DePaul University, Chicago*
- Jeffry Timmons, Babson College
- Nancy Carter, St. Thomas University
- Ari Ginsberg, New York University

9. Outreach Initiatives: K-12

Most people would agree that the most effective time to begin grooming entrepreneurs is when they are young. However, even though this is considered fact, it is difficult to determine exactly how to do so. Outreach initiatives aimed at students in kindergarten through the twelfth grade take many different forms. This session will discuss the successes and drawbacks of some current outreach programs.

- *Zira Smith, Illinois Institute for Entrepreneurship Education*
- Victoria Van Asten, The Institute for Entrepreneurship
- Hazel King, Illinois Institute for Entrepreneurship Education
- Catherine Ashmore, The Consortium for Entrepreneurship Education
- Mary Henry, The Center for Entrepreneurship

10. Entrepreneurship and the Press: Strategies for Media Relations for New Ventures

Start-up companies face real challenges in dealing with the press. Often, press coverage of new companies and/or new products can bring important credibility and visibility. At the same time, press inquiries, if handled improperly, can result in stories that damage a company's reputation. Methods of strategy for media relationship that prepare a company and its products for press coverage will be covered. This panel will provide specific strategies and tools that can be used.

- *Timothy M. Stearns, University of California, Fresno*
- Reo Carr, San Diego Daily Transcript
- Jan Strode, CEO Advisors
- Peter Hillan, Foundation for American Communications

11. Tools for Teaching Technology Commercialization

A workshop for educators and practitioners seeking to develop curricula that train students in the process of technology commercialization. Presentation and discussion of effective techniques and practices for learning technology commercialization will be offered in the workshop. Issues related to course development, workshops for entrepreneurs, online learning, and directing student teams will be discussed.

- *Timothy M. Stearns, University of California, Fresno*
- George Kalidonis, Illinois Institute of Technology
- Kathleen Allen, University of Southern California
- Cyrus Taylor, Case Western Reserve University

12. Emerging Entrepreneurship Faculty Initiatives

Programs sponsored by the Coleman Foundation and the Kauffman Foundation provide opportunities for junior entrepreneurship faculty to improve their teaching, research and service abilities. Senior entrepreneurship faculty who direct these programs will discuss the programs and how junior faculty can participate in future programs.

- *Robert Brockhaus, St. Louis University*
- Mike Morris, Syracuse University
- Patricia Greene, University of Missouri, Kansas City
- Jerry Gustafson, Beloit College
- Frank Hoy, University of Texas, El Paso

13. Family Business

Learn what training and educational experiences family business owners believe is necessary for the succeeding generation. This presentation of the skills, knowledge and methods of providing this training is from a major research project funded by the Coleman Foundation.

- *Robert Brockhaus, St. Louis University*
- Joyce Brockhaus, St. Louis University
- J. W. Kisling, St. Louis University
- Ramona Heck, Cornell University

14. Legal Issues in Entrepreneurship

[Late on Friday or some time on Saturday]

This session will deal with many of the crucial legal factors that entrepreneurs face. Issues will include intellectual property concerns, as well as how legal clinics and ethics impact entrepreneurship.

- a) *Laura Hartman, DePaul University*
- b) Alicia Alvarez, DePaul University
- c) John Lanigan, Attorney at Law
- d) Tom Morsch, Northwestern University

15. SUSTAINING THE ENTREPRENEURIAL MOVEMENT: THE COLEMAN FOUNDATION'S JUNIOR FACULTY MENTORING PROGRAM

Chair:	Monica Zimmerman, Temple University
Panel:	Mark Simon, Oakland University Pat Dickson, Georgia Institute of Technology

Thaddeus McEwen, North Carolina Agricultural &
Technical State University
William Minnis, Eastern Illinois University
Matthews Rutherford, Gonzaga University
Rod Shrader, University of Illinois at Chicago
Elisabeth Teal, Baylor University
Michael Wakfield, University of Southern Colorado
Joette Wisnieski, Indiana University of Pennsylvania

The objective of the symposium is to share the lessons learned through the Coleman Foundation Junior Faculty Mentoring Program to enable junior entrepreneurship faculty to succeed and to contribute to the "Entrepreneurship Movement," as well as to promote the Coleman Foundation Junior Faculty Mentoring Program.

The issues/topics that will be discussed include sustaining the "Entrepreneurship Movement," challenges faced by entrepreneurship junior faculty, the importance of mentoring for entrepreneurship junior faculty, and the Coleman Junior Faculty Mentoring.

The activities include a discussion by Coleman Junior Faculty protégés/mentees on the above topics. Protégés/mentees will address topics addressed by the mentor program and discuss their strategic plan to accomplish their entrepreneurial education initiatives.

16. Coleman Outreach: USASBE Networking and Alliances

Reports by USASBE members funded by Coleman scholarships to attend other professional conferences and events.

Mary Callahan, Carolyn Gough, Diane Welsh, Shawn Carraher

17. Then and Now: A Decade of Entrepreneurship Education

In 1991, John Hughes, Bob Brockhaus, Gerry Hills, Harold Welsch, Jerry Gustafson and Paul Reynolds did a panel presentation at Ball State moderated by Don Kuratko. Joe Roberts taped follow-up interviews in 2002 with Hughes, Brockhaus, Hills, Welsch, and Gustafson and isolated comments from the original 1991 tape. The result is a juxtaposed narrative and commentary on entrepreneurship education in a 28 minute tape.